

*The Gold Standard of
Integrated Worksite Wellness Design*

What Constitutes a Winning Program?

Cindi McArthur - Covenant Health System

Lee Dukes - Principal Wellness Company

Covenant Health System

Regional health care system based in Lubbock

Member of St. Joseph Health System

Our Mission: To extend Christian ministry by caring for the whole person—body, mind and spirit—and by working with others to improve health and quality of life in our communities.

Serve a 62-county area with a population of more than 1.2 million people

Approximately 5,000 employees

Discover Wellness...a Way of Life at Covenant

Incentive: \$520 premium differential

Incentive points

Successes!

- High participation rates
- High satisfaction rates: 98% of participants were satisfied or very satisfied with the health screening and consultation
- Biggest Loser program
- Stairs – campaign and murals
- Holiday Weigh In – 600 employees
- Cafeteria – discounts for healthy items
- Gym reimbursements
- Classes

Health Screening Participation

	2008	2009
Total Number of Participants	4,185 85.0%	3,866 78.5%
Participating Insured Employees	3,967 94.8%	3,720 96.2%
Participating Non-Insured Employees	218 5.2%	146 3.8%
First Time Participants	4,185 100%	679 17.6%

Identification of Clinical Values Indicating Chronic Conditions

Related Screening Result	New Cases Identified 2008	New Cases Identified 2009	Related Condition
Blood Sugar (≥ 126 mg/dL)	58	84	Diabetes
LDL Cholesterol (≥ 160 mg/dL)	96	47	Coronary Heart Disease
Blood Pressure (≥ 160 mmHg or ≥ 100 mmHg)	23	9	Heart Attack /Stroke

Health Coaching Report

Enrollment Data	2008		2009	
Eligible for Coaching	1,940	46.4%	1,817	50.0%
Level 1 – Low Risk	395	20.0%	379	21.0%
Level 2 – Medium Risk	1,233	64.0%	1,105	61.0%
Level 3 – High Risk	312	16.0%	333	18.0%

Clinical Improvements for Health Coaching Participants

Average net improvement of 14%

- **9% improved systolic blood pressure**
- **11% improved diastolic blood pressure**
- **17% improved cholesterol**
- **31% improved LDL cholesterol**
- **14% improved HDL cholesterol**
- **30% improved triglycerides**
- **5% improved glucose**
- **2% improved BMI**

Based on 375 Coaching participants with health results from both 2008 and 2009.

Questionnaire Data

Cohort Participants (n=3,161)

	2008	2009	PWC Client Average
Emergency Room Utilization	14.4%	12.5%	26.8%
Cigarette Smokers (current/occasional)	16.1%	13.6%	18.7%

*Table reflects only the 3157 participants that have been through the last 2 consecutive years.

Risk Analysis

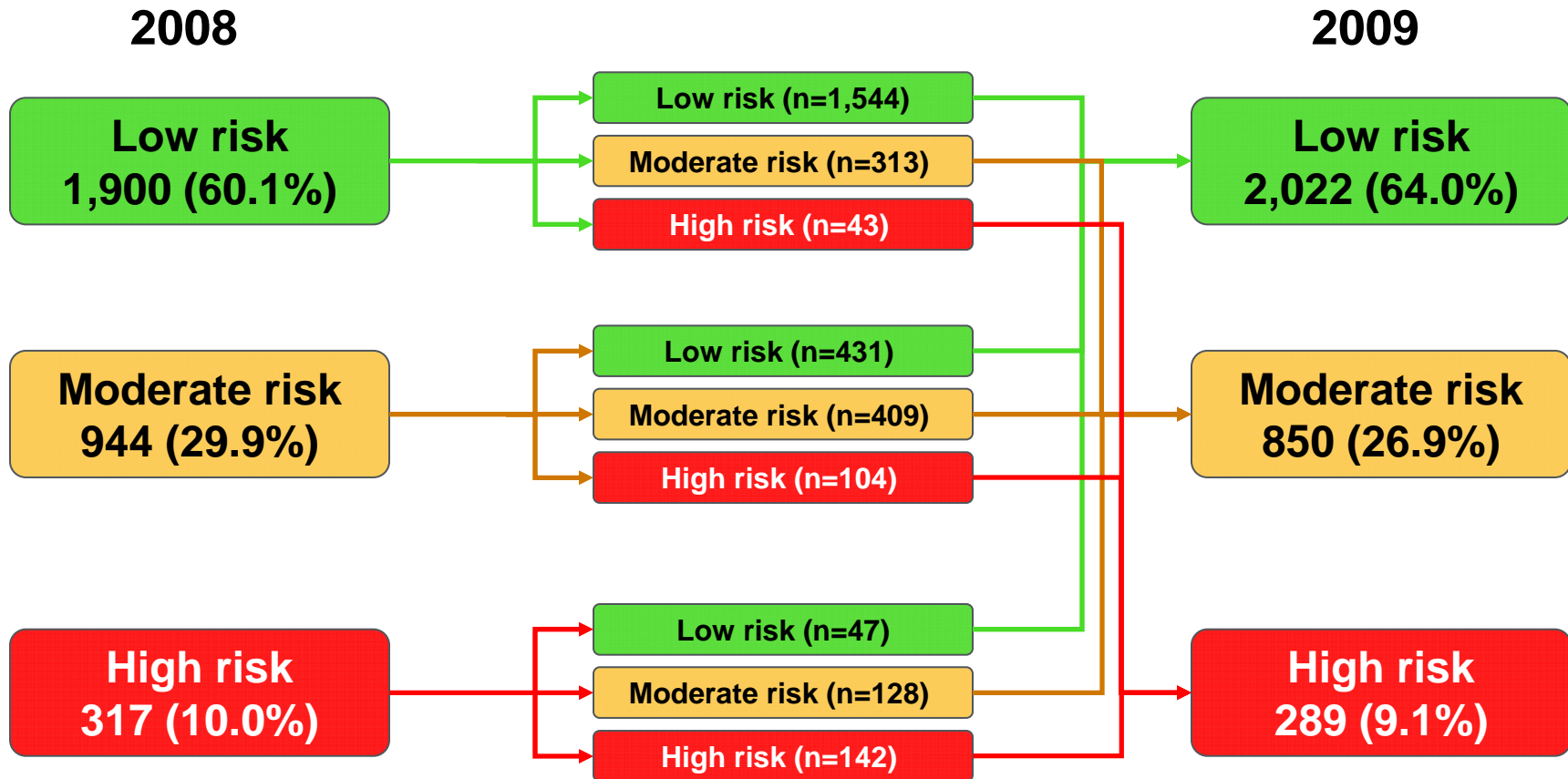
Cohort Participants (n=3,161)

Risk Category	2008	2009
Low (0-2)	1,900	2,022
Medium (3-4)	944	850
High (5+)	317	289

Total Risks	7,196	6,830
Total Participants	3,161	3,161
<i>Average Risks per Participant</i>	2.3	2.2

Risk Transition

Cohort Participants (n=3,161)



Net change in risk status:
4.62%

Covenant Health System

partnering with

Principal Wellness Company

Our business partnership has created a strong cultural shift toward wellness

- **Consistently strong participation**
 - Over 83% of the eligible population has participated each year
- **Early identification of potential chronic disease cases**
 - At least 317 new cases have been detected through participation in screenings
- **Healthy people are staying healthy!**
 - 81% of participants classified as low risk in 2008 are still in that category today
- **Participants attest to long-term lifestyle changes guided by personal health coaches**
 - 14% of 2-year participants in the Health Coaching program have improved clinical outcomes by 15% or more

Principal Wellness Company



What Constitutes a Winning Program?

Effective

Simple

Affordable

Benefits and comp strategy is aligned with goals of the company

Wellness strategy is aligned with the benefits and comp strategy

- **Plan design is used to drive wellness engagement**
- **Wellness design is used to drive plan choice**

Integrated plan built by using data from multiple sources

Integrated Plan

Important Data for Creating an Integrated Plan

- Plan design history
- Plan design changes in the future – tolerance levels
- Claims experience
- Health risks
- Demographics
- Organizational culture (policies, environment, beliefs)
- Communications channels and media
- Previous wellness activities
- Labor relations
- Management expectations

Next Generation Value Proposition

ROI → **VOI**

Healthcare Cost Management

**Financial
Clinical
Utilization
Health Risks
Productivity
Quality of Life
Improved Health!**

Why Wellness and Why Now?

While there are many reasons why health care costs have risen rapidly over recent years, researchers agree: poor health caused by unhealthy behaviors is the largest controllable factor. *Costs follow risks!*



Wellness Strategy

Incentive Plan

Communications Plan

INDIVIDUAL ACTIVITIES

Preventive
Screening

Health
Coaching

Wellness
Assessment

Seminars

Personal Improvement

Participation Tracking

ORGANIZATIONAL ACTIVITIES

Challenges

Campaigns

Wellness
Committees

Local
Events

Population Improvement

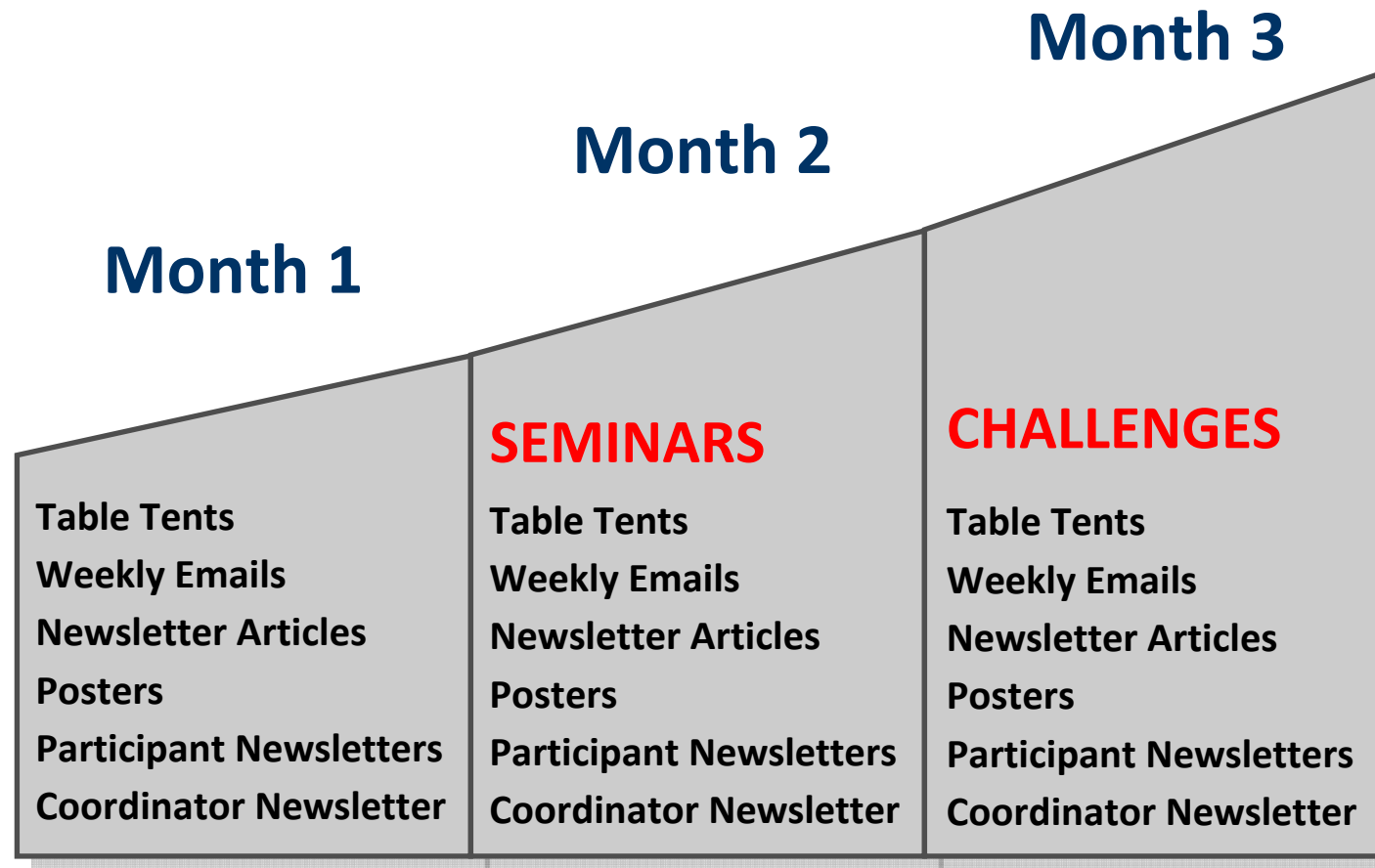
Outcomes Reporting



Total Population Health

TARGET GROUPS	PERSONAL INTERVENTIONS	Population Health / Culture Building Activities
Chronically ill	Condition management	<p>Communications</p> <ul style="list-style-type: none"> • Internal audit • Supporting brand identity • Activity specific <p>Year-Round Activities</p> <ul style="list-style-type: none"> • Campaigns • Online seminars • Challenges <p>Employee Ownership</p> <ul style="list-style-type: none"> • Champions • Wellness committees • Local discretion activities
High risk	Health coaching	
Moderate and low risk	Health coaching, online interventions	
Unknown risk	Preventive screening and wellness assessment	

Building a Culture of Wellness



Awareness → Education → Engagement

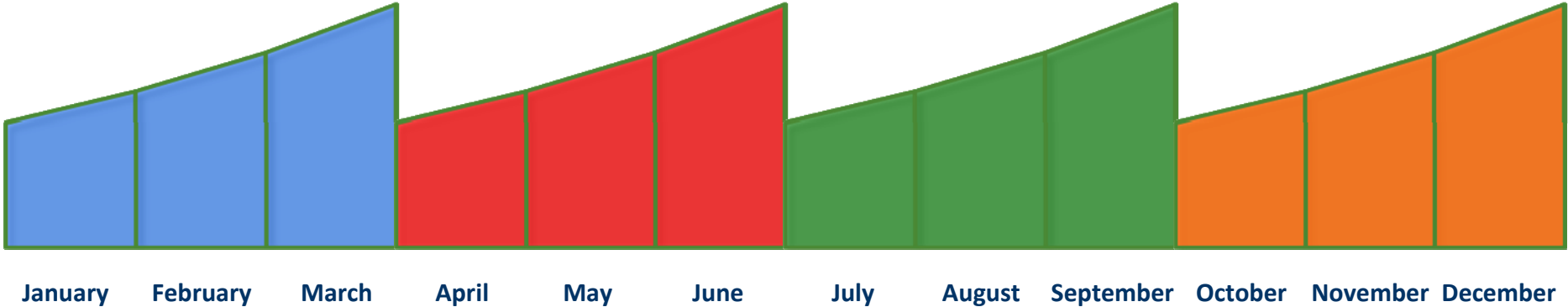
Building a Culture of Wellness

Emotional and Mental Health

Physical Activity

Nutrition

Self-Care and Consumerism



Culture Building: Wellness Committees, Champions, Messaging, Management Support, Policies, Work Environment

Risk Assessment: Preventive Screenings, Wellness Assessment

Personal Interventions for Those at Risk: Health Coaching

Cultural Integration: Local Discretion Activities

Year-Round Wellness



Attributes of a Winning Program

Solid, data-driven strategy

Meaningful incentives

Integrated into benefits and compensation strategy

Wellness is woven into the corporate culture

Effective communications

High engagement rates

Measurable outcomes

Thank you!
Questions?